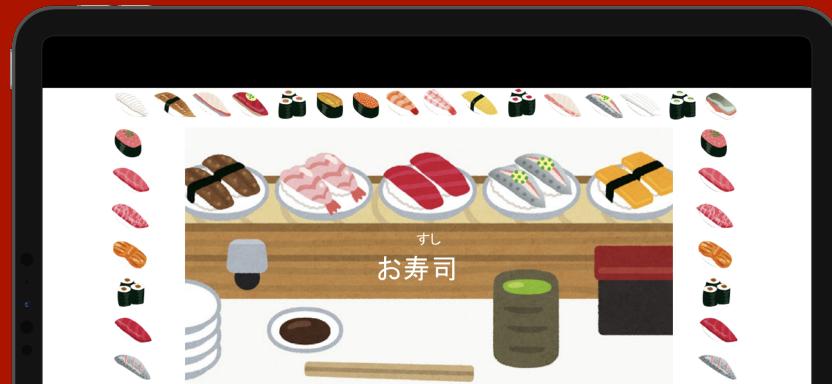


Case Study: Eigo Ganbare - Sushi Quick Match

Annette Lee





Eigo Ganbare - Sushi Quick Match



The product:

Eigo Ganbare - Sushi Quick Match is a learning game app that can be played offline. The Japanese Teachers of English (JTEs) and Assistant Language Teachers (ALTs) can use it to teach and review English vocabulary. Students can also use it on their own device in class or outside as a part of their homework assignment or self development. The app is also useful in reverse for Japanese language teachers and for their students who are learning Japanese. It is stimulating, interactive, and fun to play.



Target user



The users:

JTEs, ALTs, and students who need an interactive digital game app for studying and reviewing English vocabulary.

Moreover, it can be used in reverse for Japanese teachers and their students who are learning Japanese.



Research findings



User research and feedback were conducted from the Japanese language teacher. For example, based on a user persona, Ms. Jane is a 42 year old Japanese licensed teacher from Australia who would like to have a language learning app that's fun and engaging for her students because then she can draw her students' interest in learning Japanese and gain knowledge about the Japanese culture. The research reveals that Ms. Jane couldn't choose between "study mode" and "game mode" and wishes she had the option to do so. She also would like to change language between Japanese and English.



So, what's the problem?



The problem:

Eigo Ganbare - Sushi Quick Match was missing a navigation menu page that allows a user to choose between “study mode” or “game mode”.



Insights learned



From users researcher:

There were some pain points for teachers and students. The issue was the fluidity between studying vocabulary and playing it as a quiz game. They wanted an option to review words in game mode only because, sometimes, studying words in study mode wasn't necessary - - although having to learn new words in study mode is still useful only when the teacher is teaching a completely new lesson. Another suggested feedback is adding a feature so that they have the ability to switch language between Japanese and English.



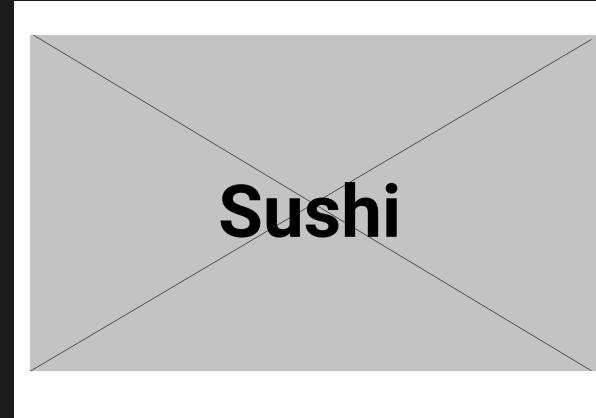
UI Ideation: sketches and wireframes

The process below starts with the initial idea wireframes, then moves to mockups, and finally to the high-fidelity prototype.

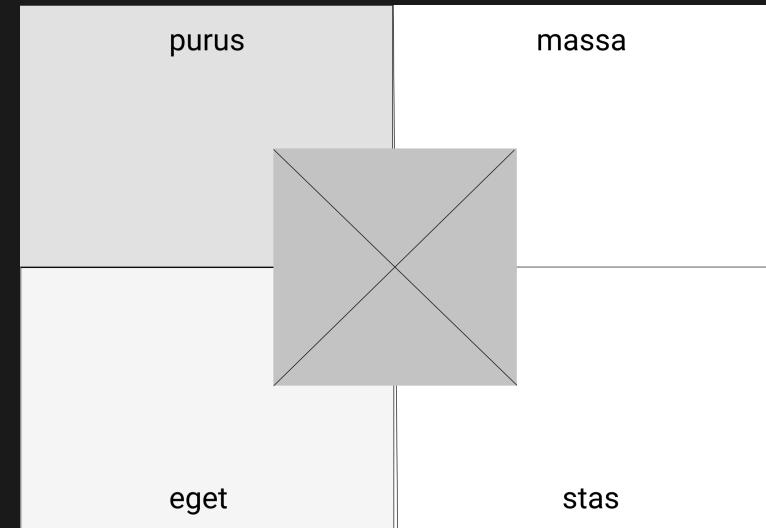


Wireframe

In this wireframe, it displays a slash page of the Sushi Quick Match app.



In “Game Mode”, there is an image that the user must drag to the correct word. If the image is on the wrong word, then it would return to the middle of the screen and the user will have to try again until the image matches with the correct word.

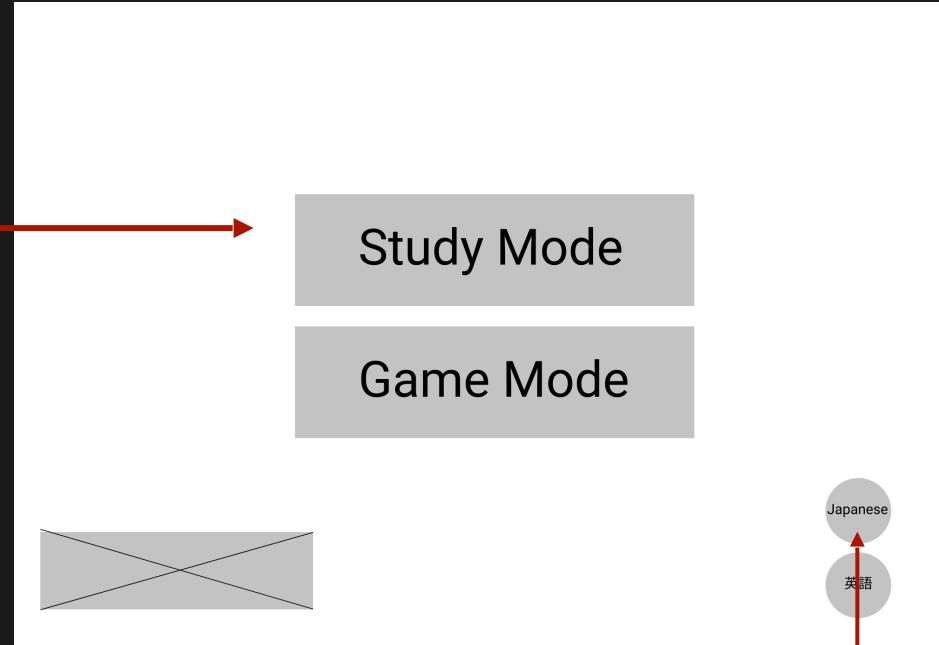




Revised wireframes after low-fidelity prototype usability testing:

Study Mode and Game Mode have been added

In the revised version of the low-fidelity prototype, a navigation menu page was added based on the usability test feedback. Now, the user can choose “Study Mode” or “Game Mode”. There is also an option to switch between two languages.

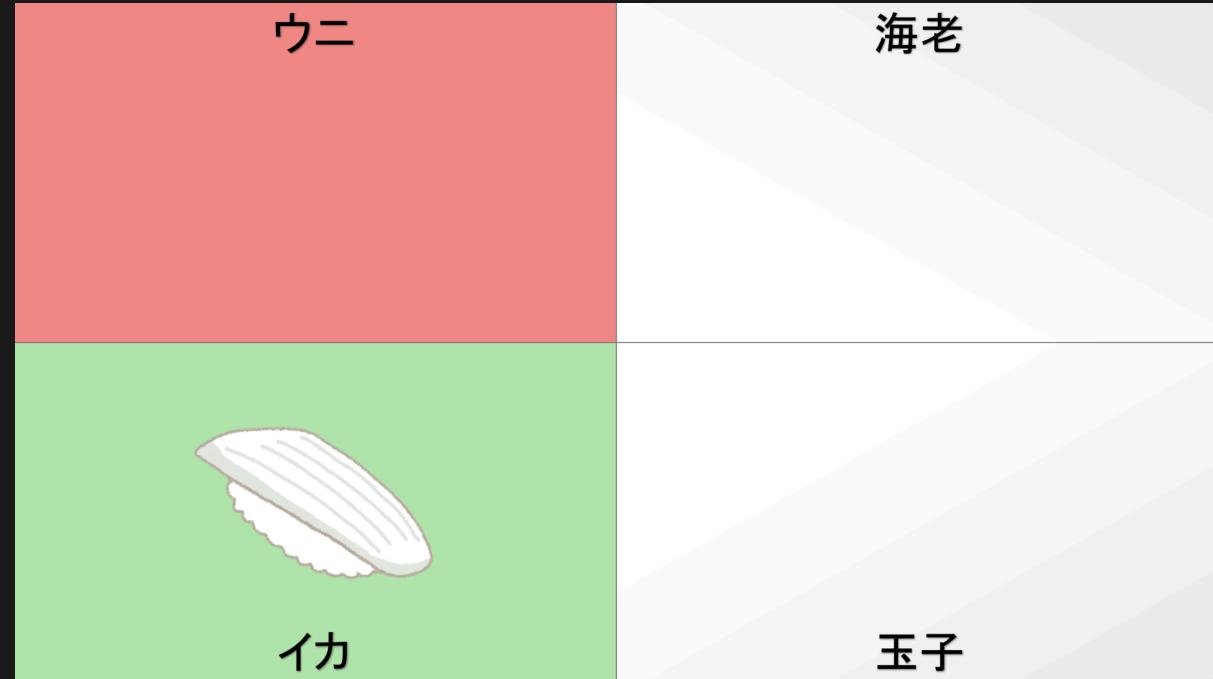


Can switch between Japanese and English



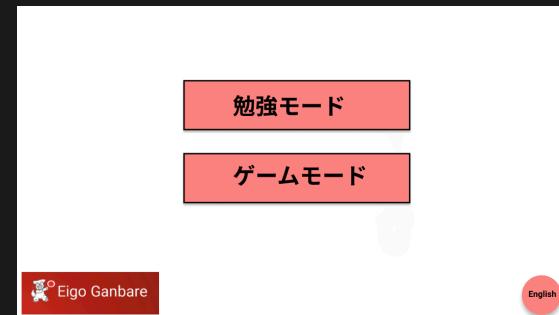
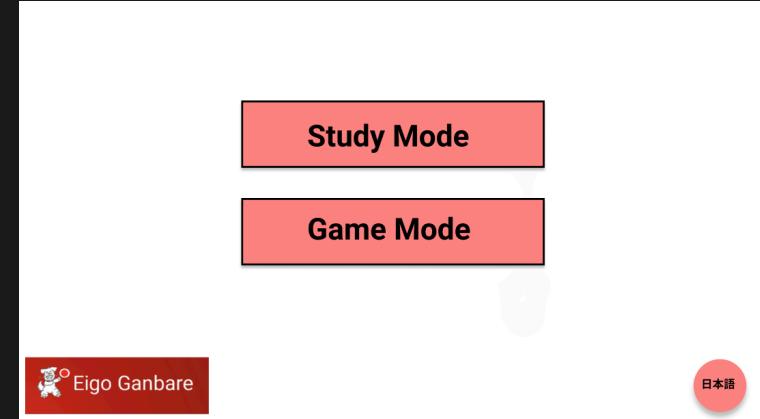
Mockup

An image with colors has been added into the high-fidelity mockup. When the image is dragged to wrong word, the background color changes to red. But, if the image is dragged to the correct word, then the background color turns green.



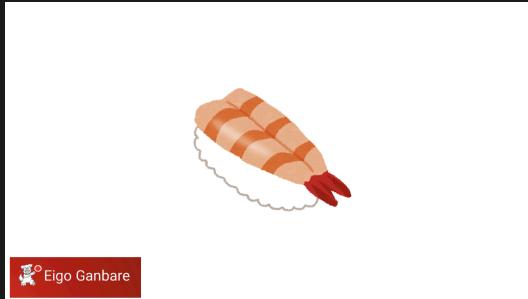


Tablet Mockups





Tablet Mockups - Study Mode & Game Mode

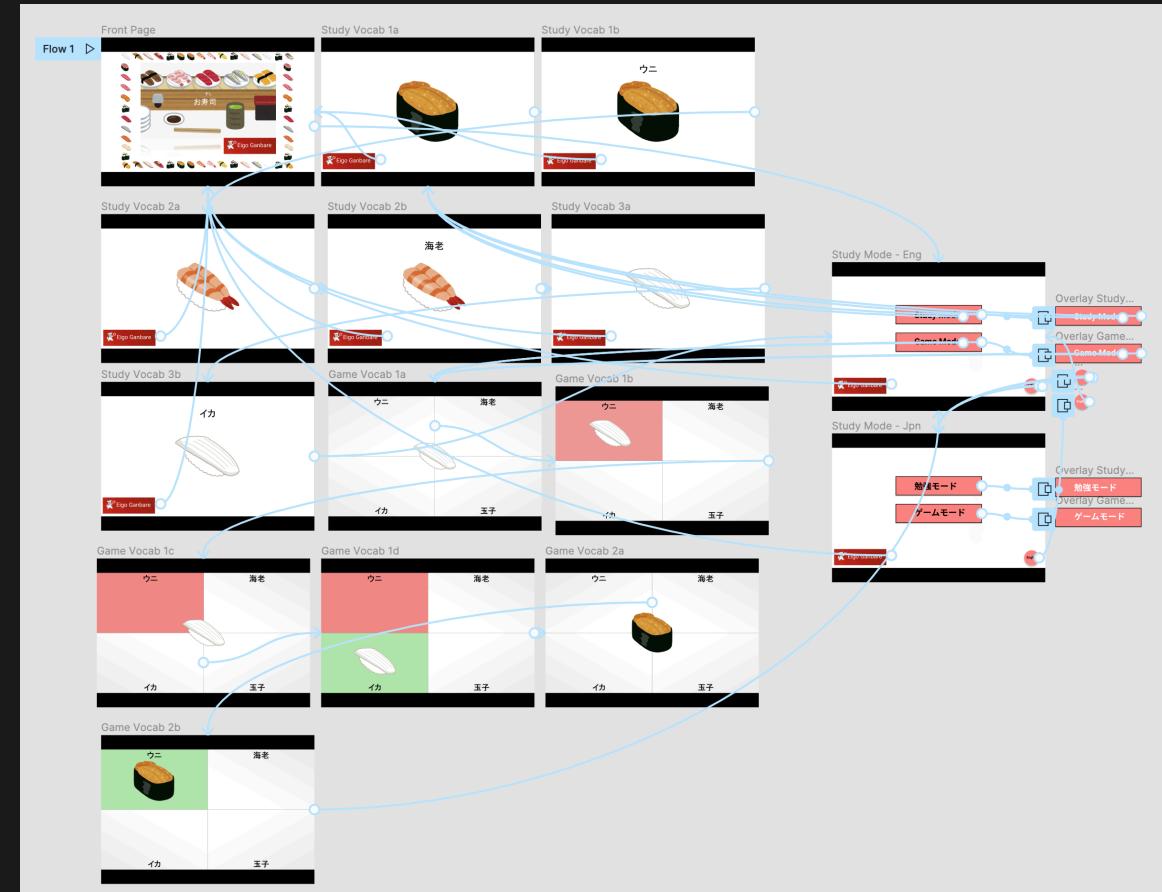




High-fidelity prototype (iPad)

Here is a fully developed design that makes this app an interactive and engaging game to learn foreign words.

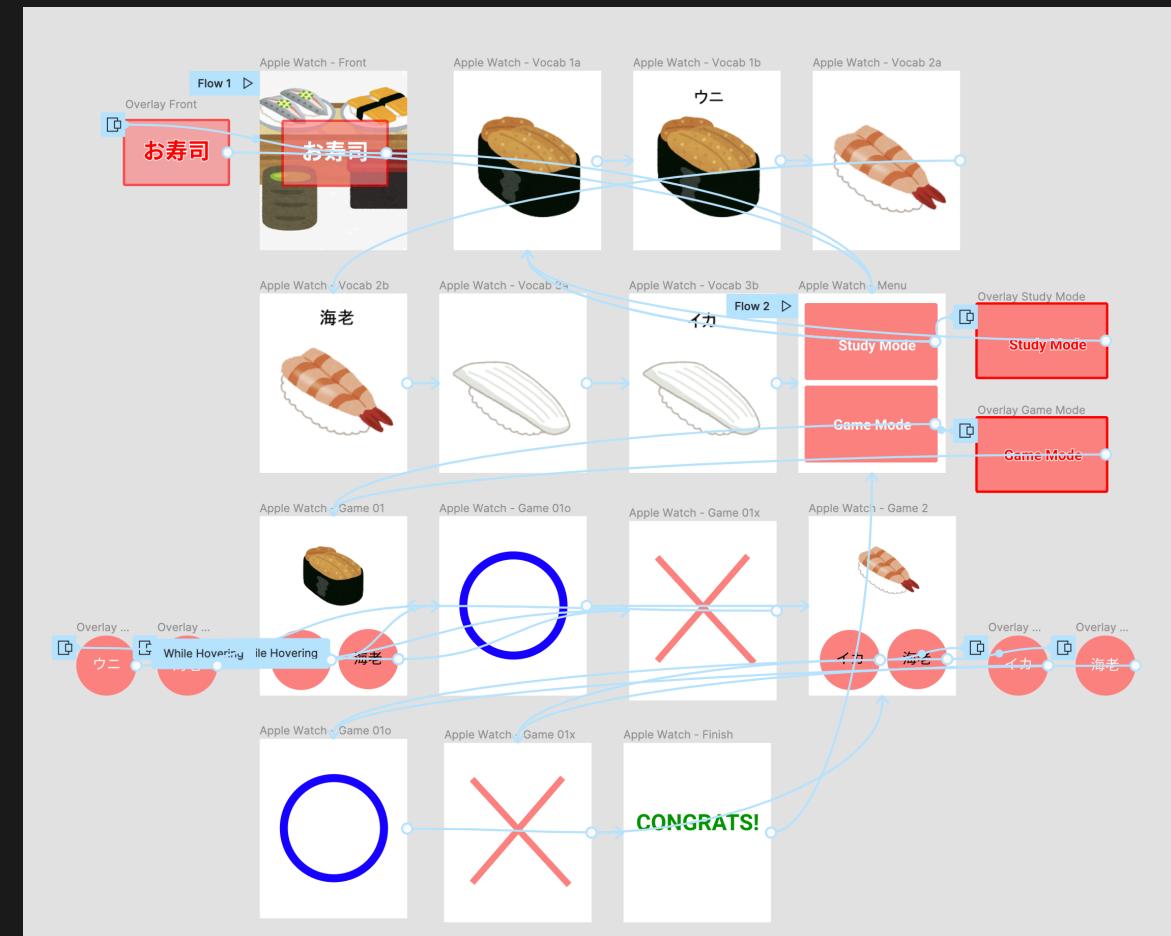
Click [this link](#) to view the high-fidelity prototype.





High-fidelity prototype (iWatch)

Click [this link](#) to view the iWatch
high-fidelity prototype.





BONUS - The Hunt



This is a scavenger hunt game, called “The Hunt”. Clues were posted in different places around the school where students could collect clues. They used this app to solve the questions and communicated with an AI on a social media platform. The AI announced the group winner.



Mockups (iPhone)

9:27 Eigo Ganbare

Welcome

The **HUNT**

Game PIN number

Group Name: Group A - Power

Rules to the Game:
Be mindful of others. Play safely and do not get into accidents. Let's explore different places around your school to find clues and have fun in playing this activity.

GOOD LUCK!!

Note:
Be mindful of others. Play safely and do not get into accidents. Let's explore different places around your school to find clues and have fun in playing this activity.

GOOD LUCK!!

9:27 Eigo Ganbare

Welcome

The **HUNT**

Group Name: Group A - Power

Rules to the Game:
Click on Menu and read each question. Start with Question 1 to solve your first clue.

GOOD LUCK!!

9:27 Eigo Ganbare

Question #2

PEACH is to () as
46251 is to:

A. 25641
B. 26451
C. 12654
D. 51462
E. 15264

Enter your Answer on:

Social Messenger

9:27 Eigo Ganbare

Customize Your Quiz

Social Messenger

iCozmo

Question #1
Question #2
Question #3
Question #4
Question #5

You know the answer for question #3? What is it?

Group A - Power

Twenty-five!

Correct! Congrats.

Group C - Ace

Gather all of your collected clues and hurry back to the English Club room. Get to the finish line to become #1!

Okay

T Y U I O P
G H J K L
C V B N M

English (Japan)

return

iCozmo

9:27 Eigo Ganbare

iCozmo

You're almost done! What is the answer for Question #5?

Group A - Power

Twenty-five!

Correct! Congrats.

Group C - Ace

Gather all of your collected clues and hurry back to the English Club room. Get to the finish line to become #1!

You can do it! Reply back. Write "DONE".

iCozmo

9:27 Eigo Ganbare

iCozmo

Please wait until all groups are done.

Ranking:

The winners are:
#1 Group A - Power
#2 Group C - Ace
#3 Group E - Harmony
#4 Group B - Tokyo
#5 Group D - Passion

Group A - Power gets a gift from me! Enjoy your English club party.

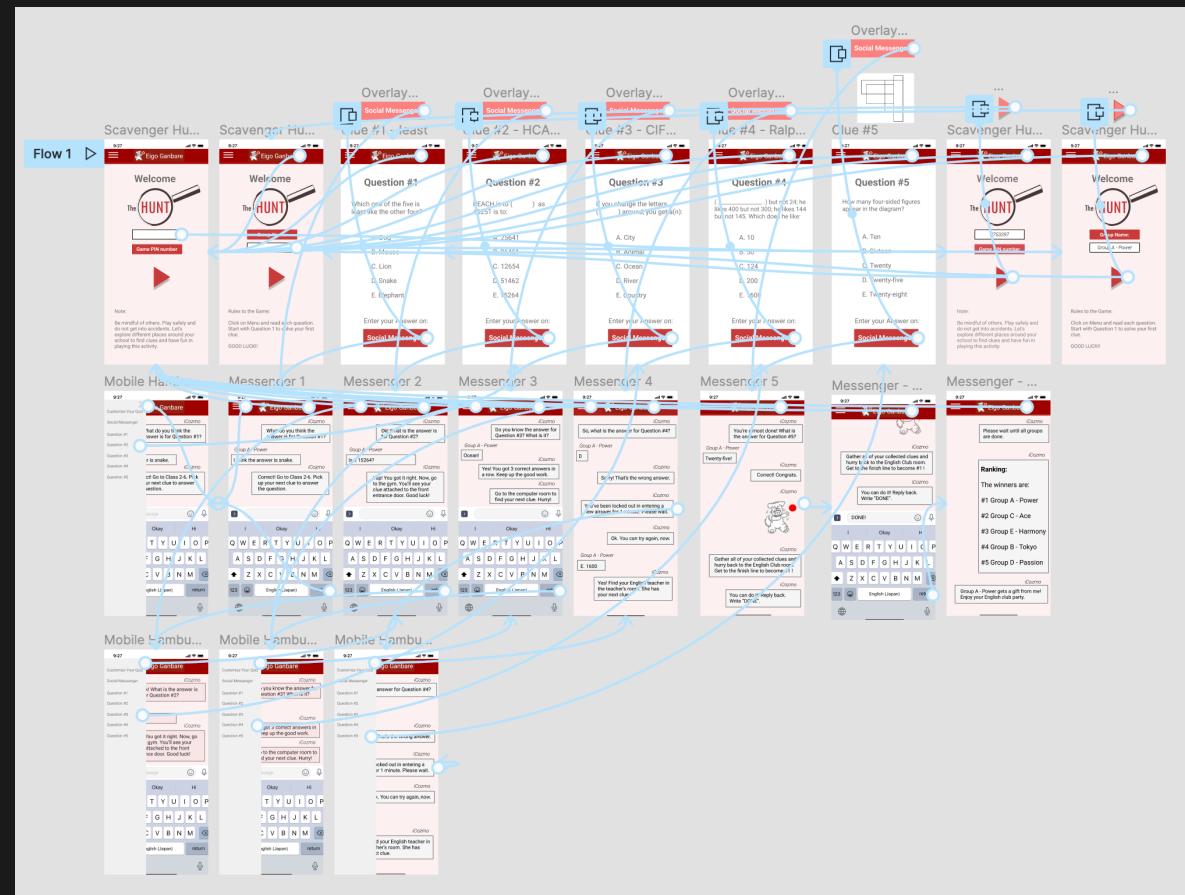
iCozmo



High-fidelity Prototype (iPhone)

This fully developed design prototype shows its complexity in terms of visual elements, typography, and so on. Students could use this app with ease.

Click [this link](#) to view the iPhone version of the prototype.





Let's connect!



Thank you for reviewing my work. If you would like to get in touch with me, my contact information is provided below.

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Website: <http://eigoganbare.com>

Thank you!